



Brenda Jensen
Owner /Cheese-maker

Hidden Springs Farm

- 76 acres- Westby WI
- 500 East Friesian and LaCaune Dairy Sheep
- Grade A milking Parlor
- Grass Based –rotational grazing

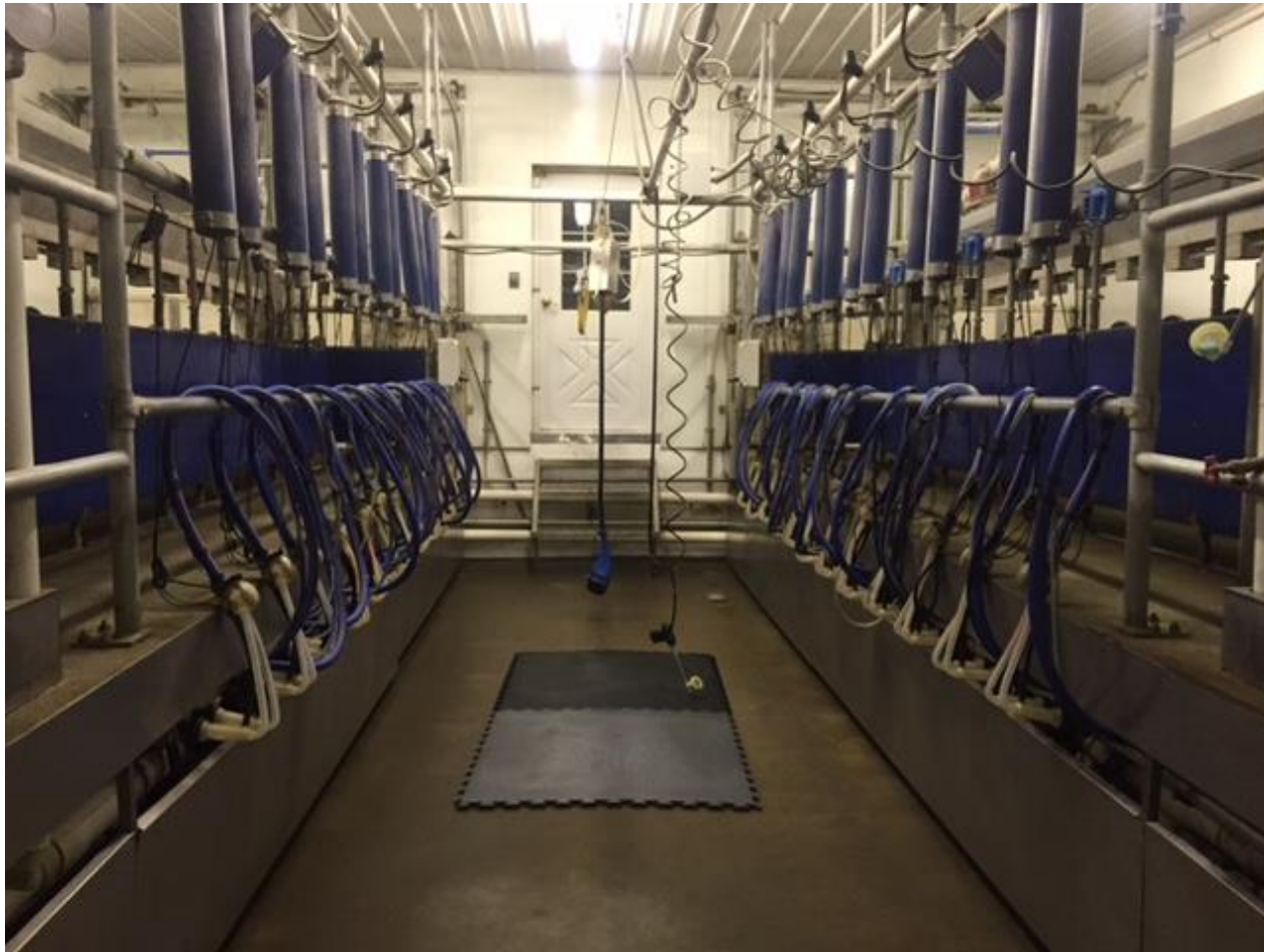
Hidden Springs Farm



Objectives:

- *To increase the value of our milk through cheese making to make Hidden Springs a sustainable farm.*
- *Establish Hidden Springs Creamery as a unique producer of sheep milk cheese to replace the importing of European sheep milk cheeses.*
- *Develop a aggressive marketing plan to make Hidden Springs sustainable*

Milking Parlor





Got Sheep Milk?





Hidden Springs Farm



Hidden Springs Farm



Hidden Springs Farm



Hidden Springs Creamery







Underground Caves at HSC









HIDDEN
SPRINGS
CREAMERY

Manchego
Style- Hard Sheep's
Milk Cheese

Pair with ham, melon, pears and crusty
bread; and full-bodied red wine.

Ingredients: raw cultured sheep milk, salt, enzymes.

♥ Handcrafted by: Hidden Springs
Creamery, LLC
Westby, Wisconsin 54687
www.hidden Springs Creamery.com
KEEP REFRIGERATED



- Over 70 Awards from American Cheese Society & United States & World Cheese Competitions
- Placed every year in the World Cheese Competition
- 2014 American Cheese Society Competition “The most awards from a farmstead cheese plant”
- 2015 American Cheese Society Competition “ More awards than any other Cheesemaker in North America



Projecting the Right Image

- Clean farm
- Healthy Sheep
- Great Tasting High Quality Products
- Award Winning
- Website

Personal Relationships

- I Love my customers !
- Get to know your customers
- Know their favorite products
- Do you make your customer feel special

Primary Market Focus

- High End Restaurants
- Cheese Shops
- Coops
- Specialty Shops
- High End Specialty Grocery Stores

Initial Markets

How to get product to retail

- Farmers Markets
- “Best Restaurants”
- Local Coops & Cheese shops
 - Willy Street Coop

Strengths

- Nutritional benefits of sheep milk
- Financially Stable/Total ownership
- Hand Made Small Batches
- Good Clean Milk
- Award Winning Cheeses
 - American Cheese Society
 - United States Cheese Championship
 - World Cheese Championship

Marketing Opportunity

- *To establish a niche high end market for sheep milk cheese made in the United States to replace some of the European imported sheep milk cheeses.*
- *Local Food !!!*

Thank You from

